



2611
ATTORNEY DOCKET NO. 4665/5
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Francis D. Palazzo, *et al.*
App. No. : 10/022,649 Examiner: Jason P. Salce
Filed : December 17, 2001 Group Art Unit: 2611
Title : METHOD AND SYSTEM FOR PROVIDING ACCESS TO EPG
FEATURES FROM WITHIN BROADCAST ADVERTISEMENTS

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

#5/a
W. Layson
9/25/03
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SEP 10 2003

Technology Center 2600

AMENDMENT AND RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action dated June 5, 2003, please amend as follows:

IN THE CLAIMS

1. (Amended) A method for allowing access to interactive features of an electronic program guide by a user from within a broadcast advertisement, the method comprising:

receiving the broadcast advertisement comprising audio, video and promotional metadata over a broadcast distribution network;

analyzing the promotional metadata to determine one or more valid electronic program guide features and presenting options on a display device corresponding to the one or more valid electronic program guide features;

executing a valid electronic program guide feature selected by the user.